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THE JOY BOOK

HORSESHOE BULBOLOGY

FOR 1914

In this booklet are our prices for the best grade of bulbs, plants, etc., we can procure. It will be of interest to those who really want the better goods and is mailed gratis with compliments for your amusement and observation. We don't expect it to work wonders, and if it is instrumental in getting new customers acquainted with our line we shall be pleased. It's the introduction we need—after you know our goods you will buy your best grade from us, because you will find they net you the most profit. See inside.

Wholesale Price List

Declaration of Responsibility

WE import bulbs, etc., at no little risk of rot or damage in transit; we invest our money abroad often before shipments are made; we get our merchandise from the most direct and responsible sources we know of. Our reputation for deliveries is unsurpassed anywhere in the world, but we guarantee you nothing whatever, except a sound delivery in season. After you receive goods from us, open and examine them. If they are not good, you may return them and we will credit you accordingly, but after you have kept them five days, or have planted them, they are not returnable and must be paid for in full. That's where our responsibility ends and your's begins.

RALPH M. WARD & CO.

Declaration of Independence

NINETY per cent. of florists and seedsmen let other people's ideas run their business. Ninety per cent. of the dealers are governed by the people who trade with them. But we conduct our business our own way instead of letting others influence us. We make our own prices, based on our own costs, and not on the prices of competitors; and we do all we can to make our goods and our service worthy of your patronage.

RALPH M. WARD & CO.

Impropriety

ONCE in a while a little airing beyond the bounds of propriety is not a bad thing after all, for it removes our noses from our own grindstones long enough to observe how the grindstones of other people perform their functions. So if there's anything in this JOY BOOK you don't like, perhaps it will net you a profit, because we know if the shoe fits you will put it on, even though you growl in doing so. These ditties are written by a fellow who don't pretend to be perfect, but who does try to see things as they are and not merely as they should be, realizing that what people need most is to see themselves as others see them.

WARD.

Ralph M. Ward & Co.

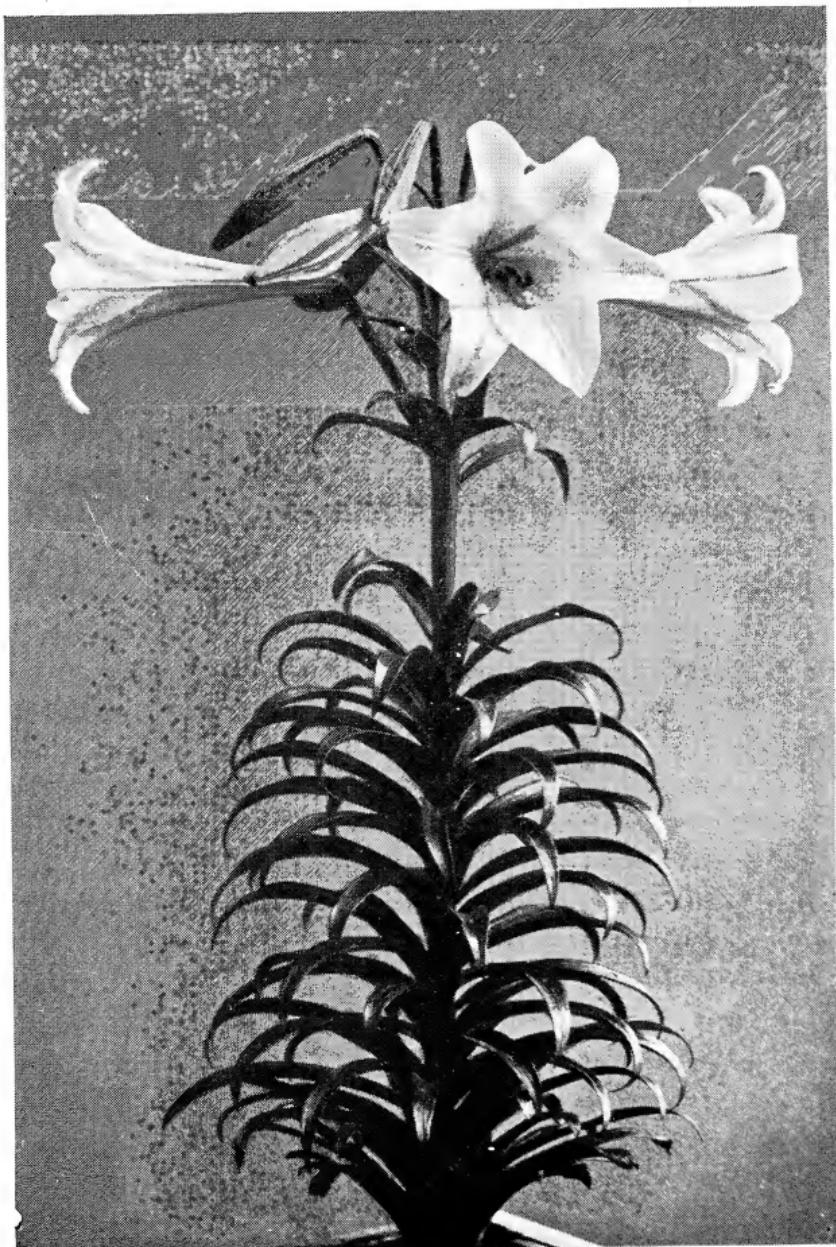
IMPORTERS

71 Murray Street New York



Wholesale Only

The Largest Importers of
Lily Bulbs in the World



Lilium Giganteum

Horseshoe Brand Giganteum—grown in Japan—sold everywhere

Horseshoe Brand Japan Bulbs

Lilium Giganteum

This is the most useful variety of the Easter Lily for commercial purposes. It is more hardy than others and will force easier under ordinary conditions. It is also the best for cold storage purposes and may be held a long time in a temperature of about 35 deg. F. Prices as follows:

USUAL SIZE CASES

6 to 8 inches.....	\$16.00 per case of 400, \$40.00 per 1000
7 to 9 inches.....	18.00 per case of 300, 60.00 per 1000
8 to 10 inches.....	23.00 per case of 250, 90.00 per 1000
9 to 10 inches.....	22.00 per case of 200, 110.00 per 1000
10 to 12 inches....	25.00 per case of 150,

BABY GRAND CASES

(These boxes are packed specially in Japan, in good, strong boxes, and are fine for cold storage purposes. We will store them for your account and deliver any time.)

7 to 9 inches.....	\$7.50 per case of 100 bulbs
8 to 10 inches.....	10.00 per case of 100 bulbs
9 to 10 inches.....	13.00 per case of 100 bulbs

Note.—Orders placed before June 1st, 1914, can be delivered from New York, Chicago, Pittsburgh, Cincinnati, Toronto, Grand Rapids, Omaha, Nashville, Philadelphia, St. Paul or Boston. Early deliveries from New York City only.

Prices for large quantities upon application.

The crop of Lilles you raise is regulated largely by the proper attention you give them—just like a herd of cattle.



Cold Storage Giganteum

The following are offered subject to being unsold upon receipt of order. The prices include storage charges up to Oct. 1, 1914. Terms are strictly 60 days after shipments; 5 per cent. for cash with order; but all bills become due and must be paid not later than Jan. 1st, 1915.

USUAL SIZE CASES

Size 6 to 8 inches.....	\$18.00	per case of 400
Size 7 to 9 inches.....	20.00	per case of 300
Size 8 to 10 inches.....	25.00	per case of 250
Size 9 to 10 inches.....	23.00	per case of 200

Deliveries made any time you say. Shipments by freight unless otherwise ordered. Weight of cases about 120 lbs. Prices f.o.b. New York.

Note.—Buyers can save money by ordering fresh bulbs and putting them in storage as near home as possible. The storage charges in most cities are 15c. per case per month. Suitable cold storage facilities are available in the following cities: New York, Boston, Philadelphia, Chicago, Baltimore, Pittsburgh, Memphis, Nashville, Galveston, Grand Rapids, St. Paul, Cincinnati, St. Louis and Toronto. Many other cities no doubt have as good facilities.

Cold Storage Lilies are an absolute necessity to any first-class florist establishment. Lilies are always appropriate and often indispensable.

Planting Table

This table gives approximate dates for planting and flowering Giganteum. An additional eight weeks must be allowed for Auratum and Speciosum varieties. More or less heat will shorten or lengthen the time required slightly. Giganteum will grow in temperatures from 50 to 90 deg. F., and even higher after buds show. Cold storage bulbs give less bottom roots and require less water than fresh bulbs. The top roots give most strength to the plant. It is very important to get the bulbs from storage into the soil as soon as possible, so they should be planted immediately after they arrive, and under no circumstances open the cases and expose the bulbs to the air for any length of time. Use the very best of soil, with drainage in bottom of pots.

Plant	Approximate flowering time	Size we advise Inches
Jan. 1st.....	April 15th to 30th.....	6 to 8 or 7 to 9
Jan. 15th.....	April 25th to May 5th.....	6 to 8 or 7 to 9
Feb. 1st.....	May 5th to 15th.....	6 to 8 or 7 to 9
Feb. 15th.....	May 15th to 30th.....	6 to 8 or 7 to 9
March 1st.....	June 1st to 10th.....	6 to 8 or 7 to 9
March 15th.....	June 10th to 30th.....	6 to 8 or 7 to 9
April 1st.....	July 1st to 15th.....	6 to 8 or 7 to 9
April 15th.....	July 15th to 30th.....	6 to 8 or 7 to 9
May 1st.....	Aug. 1st to 10th.....	6 to 8 or 7 to 9
May 15th.....	Aug. 10th to 25th.....	6 to 8 or 7 to 9
June 1st.....	Aug. 25th to Sept. 10th.....	7 to 9 or 9 to 10
June 15th.....	Sept. 10th to 25th.....	7 to 9 or 9 to 10
July 1st.....	Sept. 25th to Oct. 10th.....	7 to 9 or 9 to 10
July 15th.....	Oct. 10th to 25th.....	7 to 9 or 9 to 10
Aug. 1st.....	Oct. 25th to Nov. 10th.....	7 to 9 or 9 to 10
Aug. 15th.....	Nov. 10th to 30th.....	7 to 9 or 9 to 10
Sept. 1st.....	Dec. 1st to 15th.....	7 to 9 or 9 to 10
Sept. 15th.....	Dec. 15th to 30th.....	7 to 9 or 9 to 10
Oct. 1st.....	Jan. 1st to 15th.....	9 to 10
Oct. 15th.....	Jan. 15th to 30th.....	9 to 10
Nov. 1st.....	Feb. 1st to 15th.....	9 to 10
Nov. 15th.....	Feb. 15th to 28th.....	At this time fresh
Dec. 1st.....	March 1st to 15th.....	Formosum will be
Dec. 15th.....	March 15th to 30th.....	gin to flower.

The best size in Auratum or Speciosum is from 9 to 10 inches upward at any time of the year.

Order Cold Storage Bulbs ahead—then it will not be forgotten or neglected. We ship them automatically after you give us shipping instructions.

Lilium Formosum

Bulbs from the islands south of Japan. They are harvested much earlier than Giganteum and are very suitable for Winter flowering from March 1st, on. Grow taller than Giganteum, flower irregularly, and are composed of mixed types and varieties. Good for small growers who have low temperatures.

USUAL SIZE CASES

Size 6 to 8 inches.....	\$20.00 per case of 400, \$50.00 per 1000
Size 7 to 9 inches.....	22.50 per case of 300, 75.00 per 1000
Size 8 to 10 inches.....	25.00 per case of 250, 100.00 per 1000
Size 9 to 10 inches.....	24.00 per case of 200, 120.00 per 1000
Size 10 to 12 inches.....	24.00 per case of 150, 160.00 per 1000

BABY GRAND CASES

Size 7 to 9 inches.....	\$ 8.50 per case of 100
Size 8 to 10 inches.....	12.00 per case of 100
Size 9 to 10 inches.....	13.00 per case of 100

Horseshoe Brand Formosum are much superior to some which get into the market, as they are from the very best fields, "with as little a mixture as is possible to have." These bulbs are very prolific, and the large sizes especially flower very freely and make fine plants.

Lilium Longiflorum

Size 6 to 8 inches.....	\$20.00 per case of 400, \$50.00 per 1000
Size 7 to 9 inches.....	18.00 per case of 300, 60.00 per 1000
Size 9 to 10 inches.....	22.00 per case of 200, 110.00 per 1000

Dangerous

To buy Lily bulbs of doubtful origin is like taking medicine in the dark—a dangerous proceeding. Many do not realize it until after the Doxology is sung and it's too late.

The Formosum crop is short of the demand and early orders are advised—especially for large sizes.



Lilium Longiflorum

In 1915, Easter Sunday falls on April 4th.



Lilium Speciosum Magnificum

Lilium Speciosum Magnificum (Hardy)

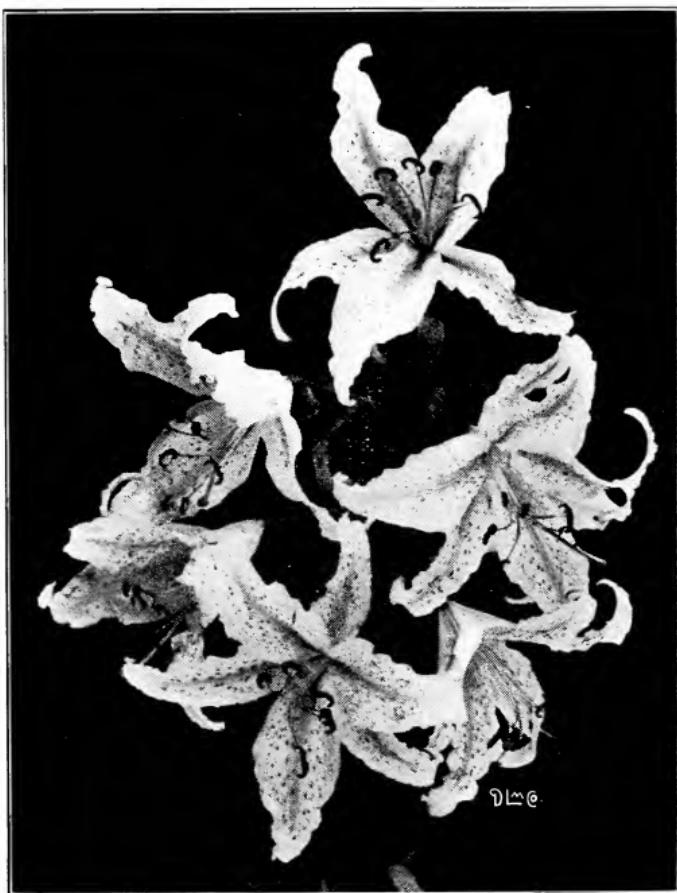
The improved Rubrum surpasses the Rubrum, Roseum or Melpomene in strength of growth and flowering qualities. This variety is gaining in public favor and is an excellent thing for every florist. It can be forced well; will stand the cold storage strain fine. For decorative purposes nothing is better. Is a good substitute for the more expensive Orchid.

Size 7 to 9 inches.....	\$14.00 per case of 220, \$60.00 per 1000
Size 8 to 10 inches.....	14.00 per case of 170, 80.00 per 1000
Size 9 to 10 inches.....	15.00 per case of 150, 100.00 per 1000
Size 10 to 11 inches.....	15.00 per case of 120, 120.00 per 1000
Size 11 to 13 inches.....	13.00 per case of 80, 150.00 per 1000

Mammoth Bulbs.....\$1.00 each

Order in advance to place in cold storage and force for Christmas flowering.

**The first men in the world were a gardener, a ploughman,
and a grazier.**



Lilium Auratum

Lilium Auratum (Hardy)

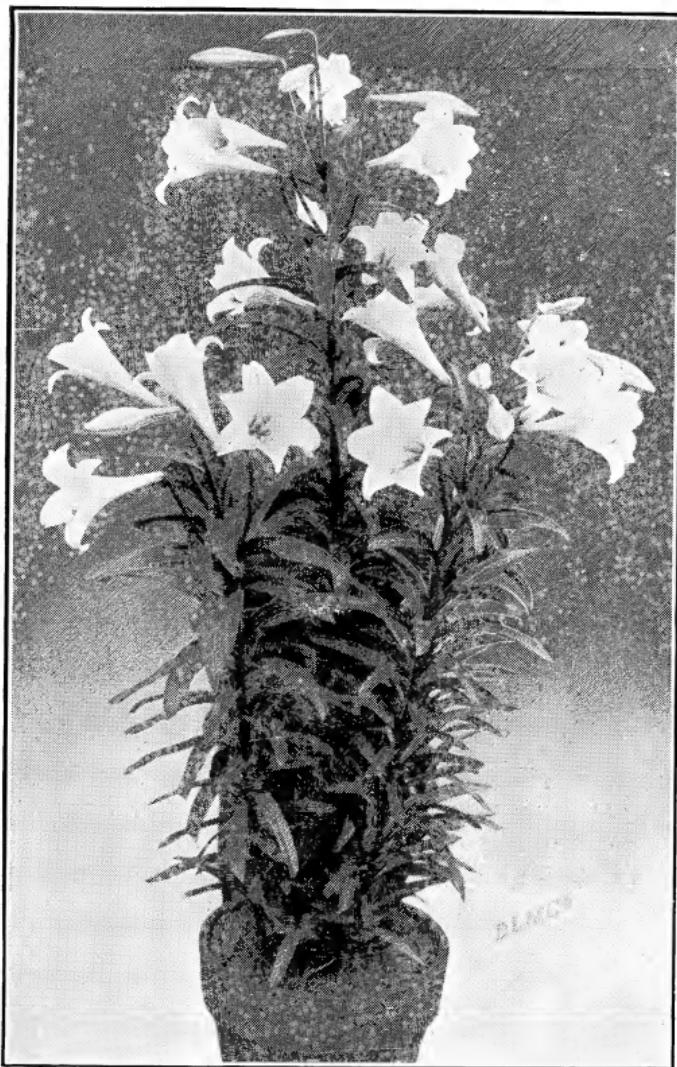
This is an excellent flower, large, with light brown spots and yellow stripes. One of the most beautiful of all Lilies. Excellent for decorative purposes. Can be grown either inside or outside. Requires less water and better drainage than the Speciosum varieties.

Size 7 to 9 inches.....	\$10.00 per case of 180, \$50.00 per 1000
Size 8 to 10 inches.....	10.00 per case of 150, 65.00 per 1000
Size 9 to 10 inches.....	10.00 per case of 130, 75.00 per 1000
Size 10 to 11 inches.....	10.00 per case of 80, 120.00 per 1000
Size 11 to 13 inches.....	10.00 per case of 70, 140.00 per 1000
Size 13 to 15 inches.....	10.00 per case of 50, 200.00 per 1000

Mammoth Bulbs.....\$1.00 each

Platypodium Auratum at \$20.00 per 1000 higher.

The most beautiful Lilies grown are catalogued on this page.



Lilium Harrisii

Lilium Harrisii

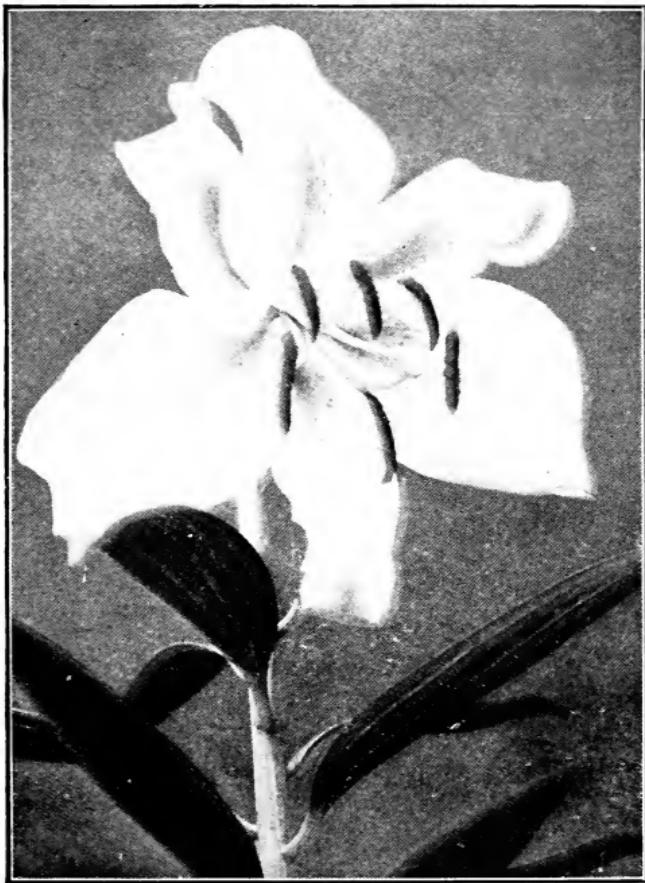
The Bermuda Easter Lily, once the standard Lily, may be classed with Longiflorum. Our bulbs are imported from the best sources possible and are offered at the following prices:

Size 5 to 7 inches.....	\$16.00 per case of 400, \$40.00 per 1000
Size 6 to 7 inches.....	16.00 per case of 335, 45.00 per 1000
Size 7 to 9 inches.....	18.00 per case of 200, 90.00 per 1000
Size 9 to 11 inches.....	20.00 per case of 100

Bermuda bulbs are sold f.o.b. New York only.

Longiflorum and Harrisii are unfit for cold storage purposes.

An injury forgiven is better than an injury revenged.



Lilium Speciosum Album

Lilium Speciosum Album (Hardy)

The white Speciosum, recurved petals, the only white variety grown in Japan which is strictly hardy. Supply short.

Size 7 to 9 inches.....\$20.00 per case of 220, \$90.00 per 1000

Size 8 to 10 inches.....20.00 per case of 170, 115.00 per 1000

Size 9 to 10 inches.....20.00 per case of 150, 130.00 per 1000

Size 10 to 11 inches.....25.00 per case of 120, 200.00 per 1000

Kretzeri Album (Yellow Pollen) at \$10.00 higher per 1000.

Business Genius

A business genius is a man who knows today what people will do tomorrow. Initiative is dreaming plus action—separate the two and the first becomes futility and the second labor.

The man who buys Lily Bulbs because they are cheap is saving at the spigot and wasting at the bung.

Assorted Case of Hardy Lily Bulbs

Owing to the increased demand for just a few of the most choice Lily bulbs, we have arranged to supply customers with assorted cases. A deposit of \$5.00 a case is required with order, as the cases are packed specially.

Case containing about: **20 Speciosum Album**
40 Speciosum Magnificum } \$10.00 per case
40 Lilium Auratum

Case containing about: **20 Lil. Tigrinum**
40 Lil. Auratum Macran-
 thum | } \$15.00 per case
20 Hansonii
20 Lil. Album Kretzeri

Case containing about: **20 Lil. Auratum Wittei**
20 Lil. Elegans Alice Wilson } \$25.00 per case
40 Lil. Brownii
20 Lil. Auratum Rubrum
 Vitattum

Case containing 50 choice and distinct large-flowering Iris Kæmpferi, for..... \$15.00

Late Fall and Spring deliveries only.

Lilium Candidum

These bulbs are excellent for outdoor planting and will also force fairly well. It's the old Madonna Lily you all know. Perfectly reliable and of good value. Prices as follows:

(Cases of any quantity over 100)

Mammoths.....	\$90.00 per 1000
Extras.....	60.00 per 1000
First Size.....	40.00 per 1000

Don't expect deliveries of Hardy Lily Bulbs before it is time for the bulbs to be matured.



Lilium Candidum

One way to get inside the door of success is to crawl over the transom.



Azaleas Indica

Extra fine, well-shaped plants, well budded, strictly up to size and well packed. The importation of Azaleas is becoming more difficult every year, owing to various Government and State laws, requiring frequent and rigid inspection. Prices have advanced; freight is higher than ever before, case charges are more; shipping facilities are poor, necessitating extra cartage charges; and so the duty-paid prices must be raised accordingly. They are now as follows for good stock:

	100	100	
10 to 12 inches.....	\$40.00	16 to 18 inches.....	\$125.00
12 to 14 inches.....	55.00	17 to 19 inches.....	150.00
13 to 15 inches.....	65.00	18 to 20 inches.....	200.00
14 to 16 inches.....	75.00	20 to 22 inches.....	250.00
15 to 17 inches.....	100.00	21 to 23 inches.....	300.00

Extra fine specimens at \$4.00, \$5.00, \$7.00, \$10.00; up to \$25.00 each.

Case charges extra at \$2.00 per case.

DWARF VARIETIES

	100
Chas. Encke. Single. Rose salmon, white margin. Late.....	\$30.00
Marie Louise. Single. White, rose stripes. Late.....	30.00
Hexe, or Firefly. Fine scarlet, good for Christmas forcing.....	35.00
Mad. Petrick. Very early scarlet.....	40.00

Prices at Nurseries in Ghent given for large quantities.

The size of an Azalea does not alone determine its value—the shape and variety is more important.

Azalea Varieties

Suitable for Christmas forcing

Apollo. Semi-double; dark scarlet.

Deutsche Perle. Double; pure white.

Madame Petrick. Scarlet; extra early.

Simon Mardner. Very double; bright rose.

Vervæneana. Double; rose salmon, white margin.

Vervæneana Alba. Pure white.

LATER-FLOWERING VARIETIES

Chicago. Double salmon, white margin. Late.

De Schruyveriana. Rich rose, margined white. Very fine. Late.

Dr. Moore. Double; deep rose; fine. Late.

Emperor of Brazil. Double; soft rose; fine in large-sized plants. Late.

Empress of India. Double; rich salmon rose; best in large sizes. Late.

Ernst Eckhaute. Double; bright amaranth; extra fine. Winter-flowering.

Helene Thelemann. Very double; fine rose. Jan.-Feb. flowering.

John Llewelyn. Double; soft rose, white margin; fine.

Mad. Van der Cruyssen. Semi-double; fine crimson; very popular. Feb.-Apr. flowering.

Mad. Jos. Vervæne. Very large, double flower; rose salmon, white margin.

Mme. de L. Van Houtte. Double; crimson; fine.

Niobe. Pure white. Best for Easter.

Oswald de Kerchove. Double rose. Late.

Pharailde Mathilde. Double white and red. Early Winter flowering.

Prof. Wolters. Single; undulated pink, white margin. Fine for Easter.

Sacuntala. Fine, double white. Late.

Vuylstekiana. Bright claret. Fine. Late.

Prices for Pyramid Azaleas upon application.

Unless you are a large buyer, it is better for you to buy Azaleas duty paid. The risks importing small quantities are great and the cost per plant higher.



Roman Hyacinths

Roman Hyacinths

This Christmas pet is steadily advancing in cost and is more difficult to get at any price in large sizes than ever before. Under the new "reduced" tariff the duty has also been raised \$2.00 per 1000, thereby increasing the cost that much more. The best prices we can give now are as follows:

Size 10 to 12 cm.....	\$21.00 per 1000
Size 11 to 14 cm.....	26.00 per 1000
Size 12 cm. up.....	28.00 per 1000
Size 13 cm. up.....	35.00 per 1000

Add 10 per cent. for less than case lots.

The first degree of folly is to think one's self wise; the next, to tell others so; the third, to despise all counsel



Paper White Grandiflora

Paper White Grandiflora

This commercial necessity holds its own and is used in large quantities
Our stock is excellent and priced as follows:

Size 12 cm. up.....	\$11.00 per case of 1500 bulbs
Size 13 cm. up.....	11.00 per case of 1250 bulbs
Size 14 cm. up.....	11.00 per case of 1000 bulbs
Size 15 cm. up.....	11.00 per case of 900 bulbs

Add 10 per cent. for less than case lots.

Trumpet Majors

Extra choice stock.....	\$16.00 per 1000
Good bulbs.....	12.00 per 1000

**Send for our prices for large quantities FRENCH BULBS.
Absolutely first-class bulbs. If you want to buy f. o. b. France,
we can quote you there.**



French Freesias

French Freesias

Mammoth bulbs.....	\$14.00 per 1000
Extra size.....	12.00 per 1000
First size.....	9.00 per 1000
Grand Soleil d'Or—the Yellow Paper White Narcis-sus—Xmas flowering.....	20.00 per 1000

Buy your French Bulbs from American houses—you get the bulbs and we get the money. If you buy from the Hollander you get the bulbs and Holland gets the money—WHICH IS NEVER AGAIN SEEN IN AMERICA.

Holland Bulbs

Horseshoe Brand Holland bulbs are of good quality and are obtained from the very best and most reliable firms abroad. Orders filled exactly as given, whether the market goes up or down; nothing substituted; and you have no "advance charges" to pay. Try us and you will be pleased with results.

Narcissus

Extra Special Stock—Top Roots

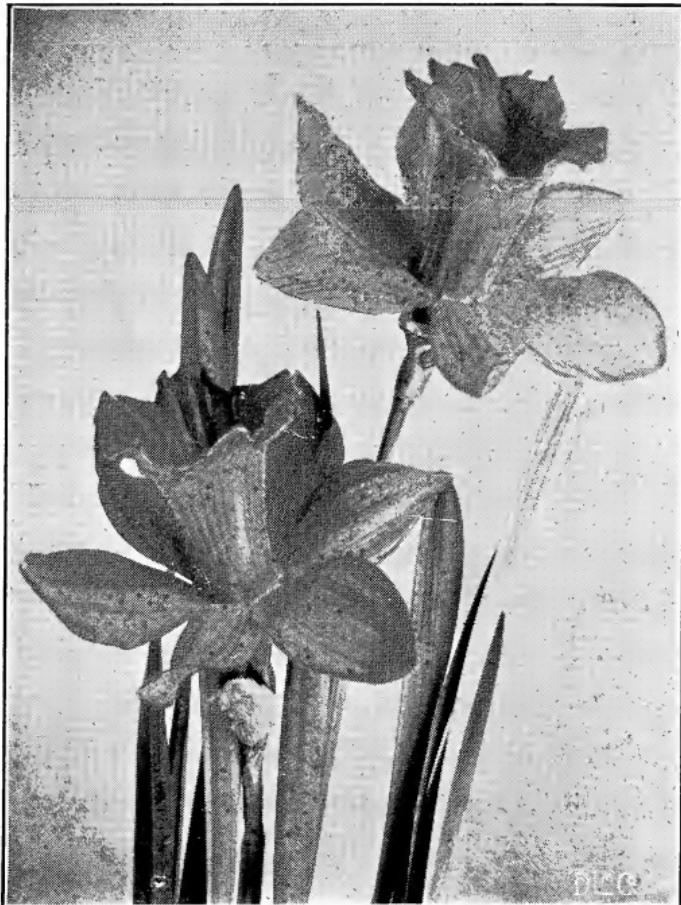
	Per 1000
Von Sion. Double-nosed, mother bulbs.....	\$25.00
Golden Spur. Double-nosed, mother bulbs.....	25.00
Empress. Double-nosed, mother bulbs.....	25.00
Emperor. Double-nosed, mother bulbs.....	25.00
Victoria. Double-nosed, mother bulbs.....	25.00

The above are the very largest and best produced. Limited supply only. No orders accepted for these bulbs alone.



Double Von Sion Narcissus

Uneasy rests the face that wears a frown.



Golden Spur Narcissus

NARCISSUS—Continued

VERY GOOD GRADES

	Per 1000
Von Sion. Double-nosed (mothers).....	\$20.00
Von Sion. Double-nosed.....	18.00
Von Sion. Singles; fine bulbs.....	14.00
Golden Spur. Fine mothers.....	18.00
Golden Spur. Singles; fine bulbs.....	13.00
Emperor. Fine mothers.....	16.00
Emperor. Singles; fine bulbs.....	12.00
Empress. Fine mothers.....	16.00
Empress. Singles; fine bulbs.....	12.00
Victoria. Fine mothers.....	18.00
Victoria. Singles; fine bulbs.....	11.00

HORSESHOE MIXTURE—of above varieties—excellent stock.

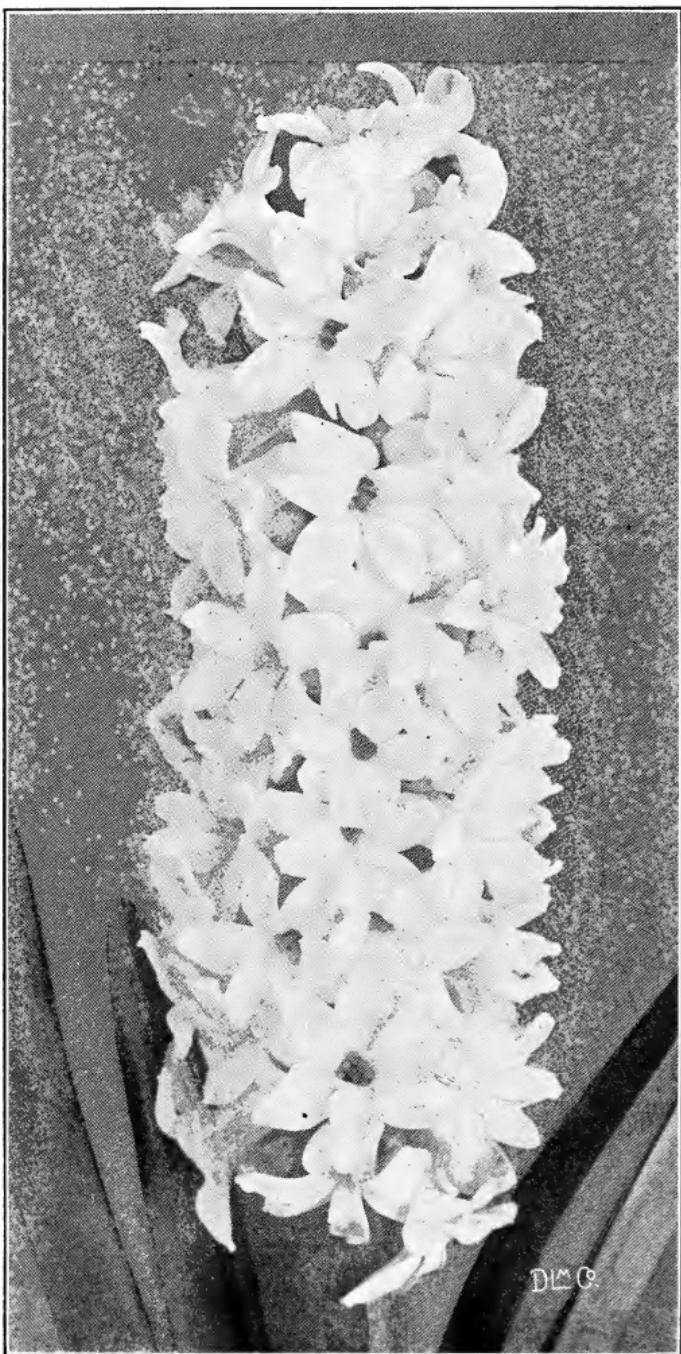
Doubles.....	15.00
Singles.....	10.00
Other Narcissus quoted upon application.	

**NO ORDERS FOR HOLLAND BULBS ACCEPTED AFTER
SEPT. 1ST.**



Emperor Narcissus

Many a fond parent works his son's way through college.



Single White Hyacinth

Credit is the best thing in business—when it is extended to you.

Dutch Hyacinths

Especial attention is directed to the fine quality of Horseshoe Brand Miniature Hyacinths—they are of excellent flowering capacity; fine for the retail trade. Try them—you will be pleasantly surprised.

Miniatures

	Per 1000
In separate colors. Single.....	\$17.00
In named varieties. Single.....	20.00
(Doubles \$2.00 higher. If no whites or blues are needed price \$1.00 lower.)	

Mixed Hyacinths

In separate colors. Singles.....	22.00
In separate colors. Doubles.....	25.00

Bedding Hyacinths

In separate colors. Singles.....	35.00
In separate colors. Doubles.....	37.00

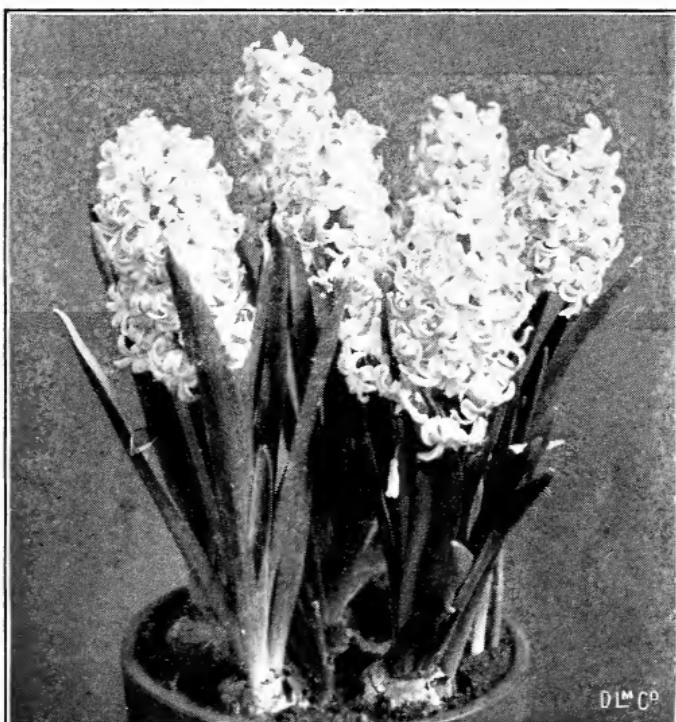
Named Hyacinths

Single white and light blues; good size.....	40.00
Single other colors; good size.....	38.00
(Doubles, \$2.00 per 1000 more.)	

First size bulbs, whites.....	60.00
First size bulbs, other colors.....	55.00

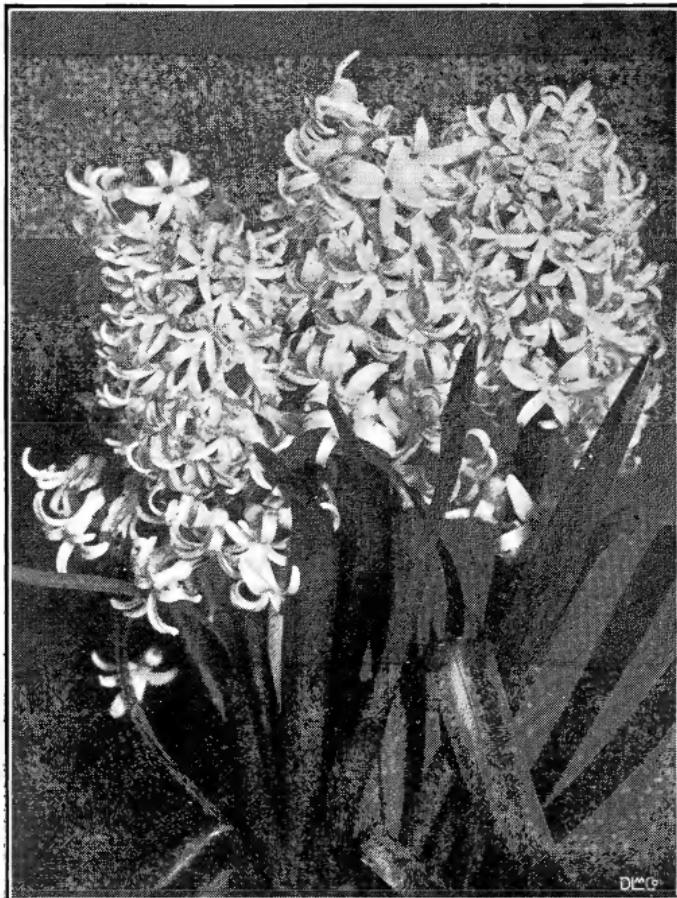
(Doubles, \$5.00 per 1000 higher.)

Mammoth bulbs, named, singles or doubles; all selected top-roots. 80.00



Bedding Hyacinths

Should a body meet a body covered o'er with flies—need a body tell a body you didn't advertise.



Gigantea Hyacinths

DUTCH HYACINTHS—Continued

PRINCIPAL VARIETIES

Single Whites

Alba Maxima, Alba Superbissima, Albertine, Baroness von Thuyll, Blanchard, Gr. a Merveille, Grand Vidette, La Grandesse, L'Innocence, Mad. Van der Hoop, Paix del Europe and Voltaire.

Single Blues

Baron von Thuyll, Blondin, Chas. Dickens, Czar Peter, Grand Lilas, Grand Maitre, King of the Blues, La Peyrouse, Marie, Queen of the Blues, Regulus and Schotel.

Single Rose and Reds

Amy, Baron von Thuyll, Cardinal Wiseman, Chas. Dickens, Gen'l Pelissier, Gertrude, Gigantea, Lord Macaulay, Moreno, Norma, Robt. Steiger, Roi des Belges and Von Schiller.

Other varieties upon application.

**NO ORDERS FOR HOLLAND BULBS SUPPLIED AFTER
SEPT. 1ST.**

Tulips

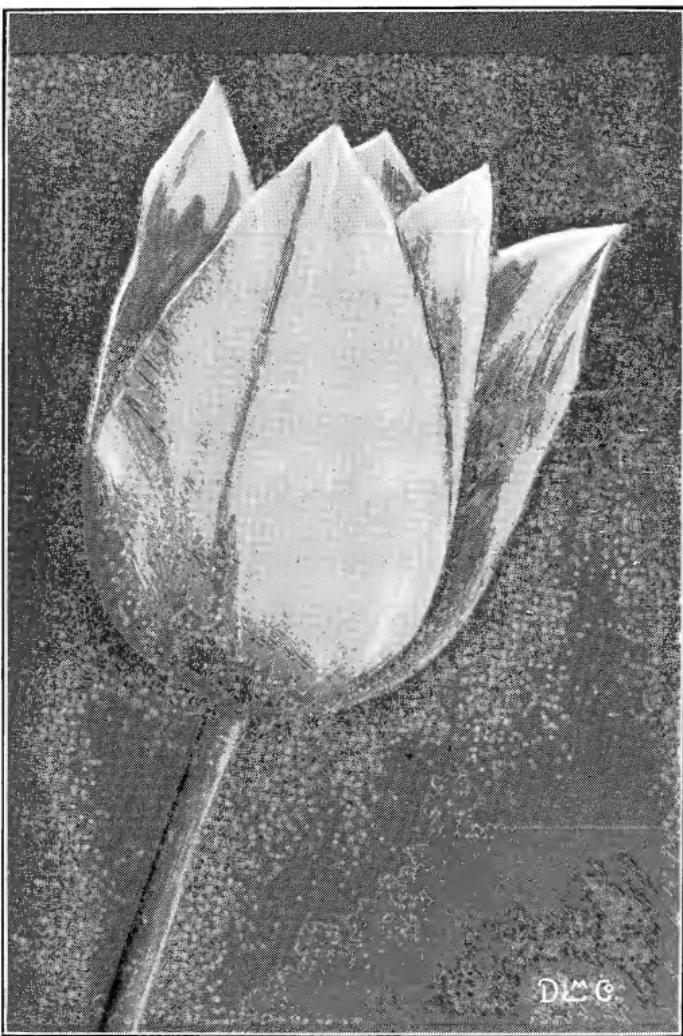
Single Early Tulips

The characters "a," "b," and "c" indicate the proportional earliness of the varieties of Tulips if planted outdoors; "a" and "b" may be used together for bedding purposes, but those marked "c" are later. The numbers preceding the names show the height of growth in inches.

	Per 1000
b 7 Admiral Reinier. Beautiful red, striped white.....	\$18.00
b 6 Alba Regalis. White, with yellow shade.....	8.00
b 7 Artus. Deep scarlet; very fine.....	7.00
b 7 Belle Alliance. Bright scarlet, sweet scented; fine for forcing and bedding.....	15.00
b 7 Bizzard Verdict. Crimson, streaked yellow.....	7.00
b 6 Brutus. Bronzy red, golden edge, good forcer.....	9.00
a 8 Canary Bird. Pure yellow.....	8.00
b 9 Cardinal's Hat. Dark brown red.....	7.00
b 7 Cerise gris-de-lin. Rosy violet, white margin.....	25.00



Single Tulips



Chrysolora Tulip

TULIPS—Continued

Per 1000

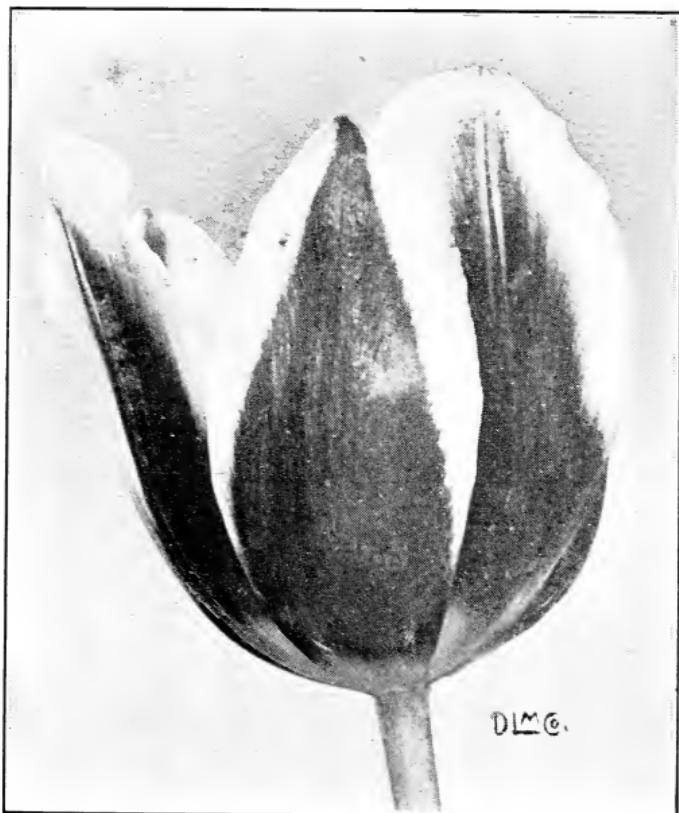
b 7	Chrysolora. Large, clear yellow; fine for forcing.....	\$10.00
b 6	Cottage Maid. White, bordered deep rose.....	8.00
c 9	Couleur de Cardinal. Purplish crimson; for forcing and bedding.....	16.00
b 8	Couleur Ponceau. Rosy crimson and white.....	7.00
b 7	Crimson King. Bright crimson.....	7.00
b 7	De Keyzer. Glowing crimson scarlet.....	20.00
a 7	Due d'Orange. Orange, shaded yellow; fine for forcing....	11.00
a 6	Duc de Berlin. Orange red, gold edged; true variety.....	15.00
b 9	Duchesse de Parma. Deep orange, yellow edges.....	9.00

Hitch your auto to a star—but do your own driving.

TULIPS—Continued

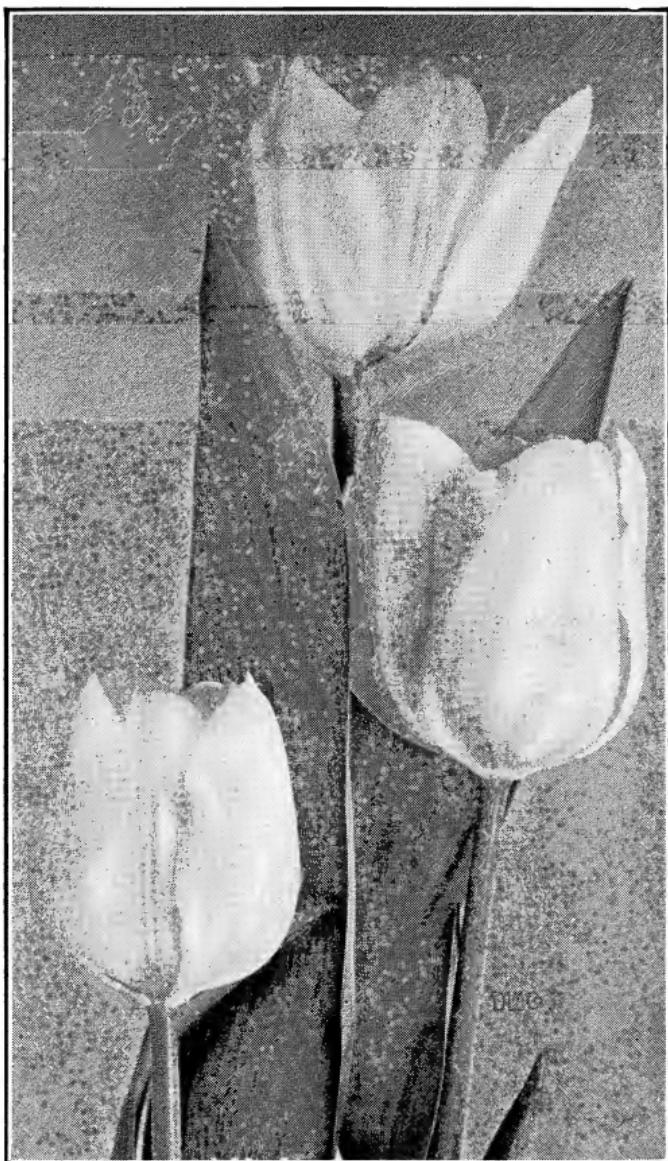
Per 1000

b 7	Dusart. Dark red, extra. The true Dusart is decidedly the best scarlet Tulip for bedding purposes. A dark scarlet, large and magnificent flower. Very robust variety, extra fine for parks; flowering perfectly even where more delicate Tulips cannot stand the smoke and impure atmosphere.....	\$12.00
b 7	Fabiola. White, deep violet striped; very fine.....	20.00
c 8	Fireflame. Bright red.....	20.00
a 8	Jacoba van Beieren. Pure white; large flower.....	8.00
b 7	Jagt van Delft. White.....	9.00
a 7	Jan Luiken. Fine red.....	12.00
c 8	Joost van Vondel. Cerise red, white flamed; large.....	12.00
a 9	Keizerkroon. Fine scarlet, broad yellow edge; extra large. Extra fine for outdoor planting because of its magnificent large cup, broad foliage and showy color.....	13.00
b 8	King of the Yellows. Very deep golden yellow; splendid forcer; one of the earliest.....	11.00



Keizerkroon Tulip

I judge men by the creases in their brains, not by the creases in their pants. Your tailor can't cut rungs for my ladder.



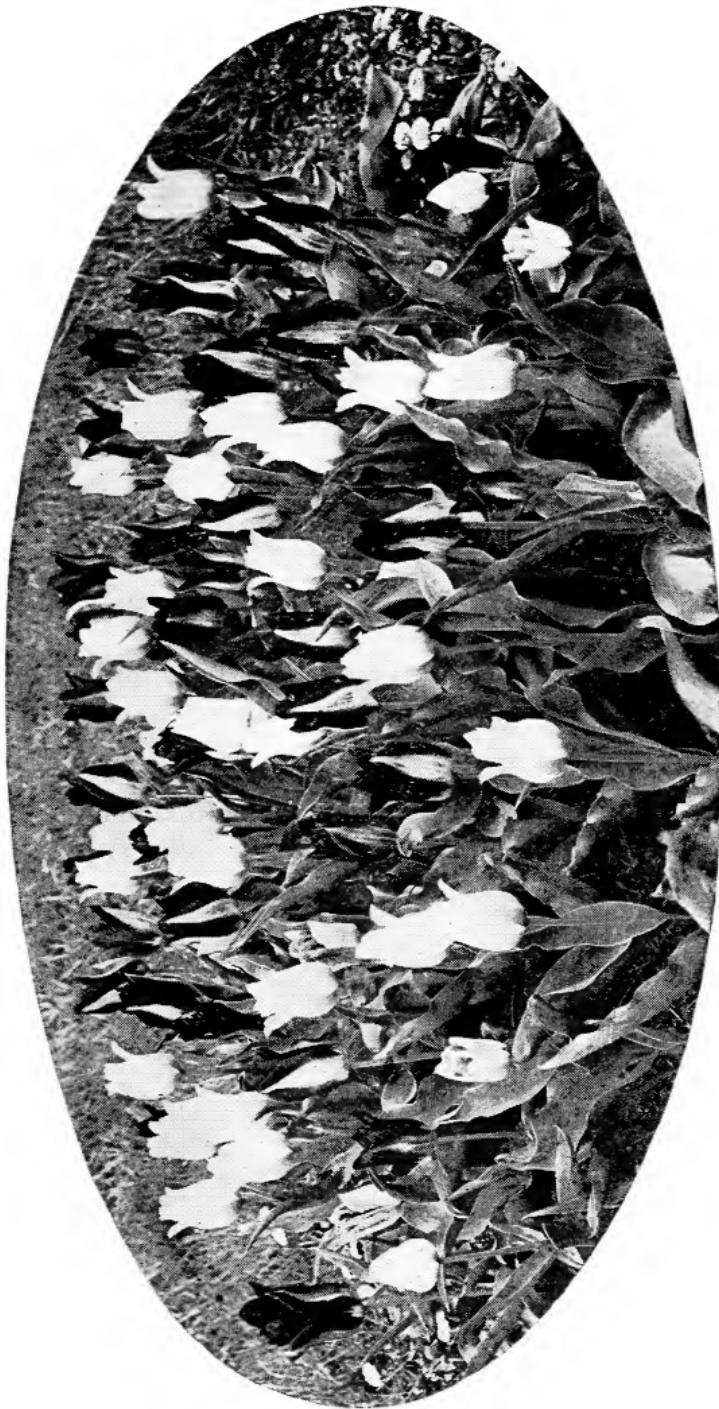
La Reine Tulips

TULIPS—Continued

Per 1000

a 7	La Reine. White, tinged with rose; early. This Tulip is extra fine for forcing. Known all over the world as the best white Tulip for commercial forcing and bedding....	\$7.00
a 7	Le Matelas. Deep rose and white; beautiful.....	20.00
b 8	Leonardo-da-Vinci. Brilliant orange, yellow edge.....	11.00
b 7	L'Immaculee. Very fine, pure white; good force.....	7.00
a 8	Maas. Dazzling scarlet; one of the largest flowers and very best scarlet Tulips; extra fine for bedding purposes.....	16.00

Some people don't need a deck of cards to be tricky.



Bed of Tulips

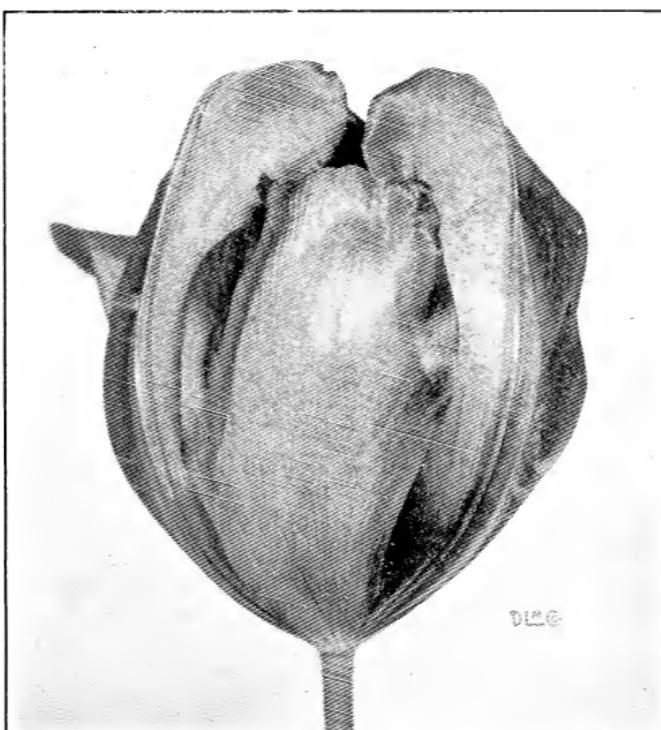
A man can be cordial without drinking it.



President Lincoln Tulip

TULIPS—Continued		Per 1000
b 9	Moliere. Purplish violet.....	\$13.00
a 7	Mon Tresor. Very fine golden yellow. This Tulip is the best and earliest of all yellow Tulips for forcing. Excellent for cutting. May be forced into flower early in Jan..	12.00
b 7	Mr. Stanley (Cramoisi pourpre). Beautiful soft carmine; extra fine.....	15.00
a 6	Nelly. Large, pure white; dwarf grower.....	9.00
a 7	Ophir d'Or. Large, golden yellow; very fine.....	10.00
b 5	Pax alba. White.....	9.00
a 8	Pottebakker. Pure white; large.....	15.00
a 8	Pottebakker. Pure yellow; very fine.....	10.00
b 8	Pottebakker. Scarlet (Verboom); very fine.....	13.00
b 8	Potter. Deep, purplish lilac.....	20.00
b 8	President Lincoln. Purplish carmine; large flower; very effective bedded with yellow; fine.....	17.00

One reason why the English are not more talkative is because they have to keep their mouths closed most of the time to keep out the rain, the fog and the smoke.



Yellow Prince Tulip

TULIPS—Continued

Per 1000

b 9	Prince of Austria.	Deep orange; sweet scented; very fine.....	\$13.00
a 7	Princess Marianne.	Large white, shaded rose; excellent for bedding.....	8.00
a 7	Proserpine.	Fine, silky rose; magnificent.....	21.00
a 6	Purple Crown.	Purplish crimson.....	13.00
a 8	Rembrandt.	Brilliant scarlet; large; very early.....	16.00
b 8	Rosamundi Huikman.	Rose and white; very showy...	7.00
b 7	Rose gris-de-lin.	Very fine, delicate rose; early; extra fine for both forcing and bedding.....	6.00
b 7	Rose Luisante.	Deep rose and white; very distinct; extra fine.....	16.00
b 9	Thomas Moore.	Orange; fine for forcing.....	8.00
b 6	Van der Neer.	Violet purple; extra fine; large flower.....	30.00
b 8	Verboom.	Fine scarlet.....	12.00
b 8	Vermilion Brilliant.	Beautiful, brilliant vermillion.....	18.00
b 7	White Hawk.	Pure white; fine, large Tulip; early.....	15.00
c 8	White Swan.	Pure white; late.....	8.00
b 5	Wouverman.	Rich purple violet.....	28.00
b 7	Yellow Prince.	Pure yellow; very sweet scented; very easy to force. One of the very best for both forcing and bedding.....	8.00

No orders for Holland Bulbs accepted after Sept. 1st.

Tulips, Double Varieties

Per 1000

a 8	Blanche Hative.	Pure white; very fine; early.....	\$15.00
a 8	Couronne des Roses.	Splendid, deep rose and white.....	17.00
a 8	Couronne d'Or.	Yellow, shaded orange. Without doubt one of the best double yellow Tulips for forcing; stems strong and erect.....	18.00
c 10	Couronne Imperiale.	Beautiful red.....	18.00
b 9	Duke of York.	Red, edged white.....	9.00
a 7	Gloria Sois.	Deep red and yellow.....	12.00
a 8	Imperator rubrorum.	Very fine, rich, glowing scarlet; one of the finest double scarlets for forcing.....	17.00
b 8	La Candeur.	Pure white. This variety is beautiful when planted with Rex rubrorum in designs, and planted two inches apart. Can also be forced very slowly.....	11.00
b 7	Le Blason.	White, shaded rose; early.....	9.00
a 8	Leonardo-da-Vinci.	Bright orange, yellow edged; extra..	20.00



Murillo Tulips

Everything comes to him who waits—except customers.



Tournesol Tulip

DLMC

TULIPS—Continued

	Per 1000
c 15 Lord Wellington (Blue Flag). Deep violet; very fine.....	\$35.00
c 9 Marriage de ma Fille. Beautiful, deep cerise red, white striped.....	32.00
a 8 Murillo. White, tinged rose; beautiful. This is decidedly the best double pink Tulip for forcing and bedding. Flowers are large and easily forced.....	9.00
b 8 Rex rubrum. Very fine scarlet. Beautiful when planted with La Candeur in design, as they grow to same height and bloom at same time. Not good for forcing....	13.00
b 7 Rose Blanche. Pure white; very fine; good forcer.....	7.00
a 9 Rosine. Very fine rose; semi-double; early.....	12.00
a 8 Rubra maxima. Dazzling crimson scarlet; very fine.....	12.00
a 8 Salvator Rose. Splendid, deep rose and white; extra fine for forcing.....	17.00
a 8 Titian. Orange red, yellow edged; very fine.....	15.00
a 8 Tournesol. Red and yellow; bright red with yellow edge; large flower, sweet scented. One of the earliest to force..	18.00
a 8 Tournesol. Yellow, orange shaded; early; fine for forcing..	16.00
a 9 Vuurbaak. Beautiful, glowing scarlet; one of the largest..	16.00
c 12 Yellow Rose. Bright yellow; late.....	9.00

Is it the high cost of living or the cost of high living—really?

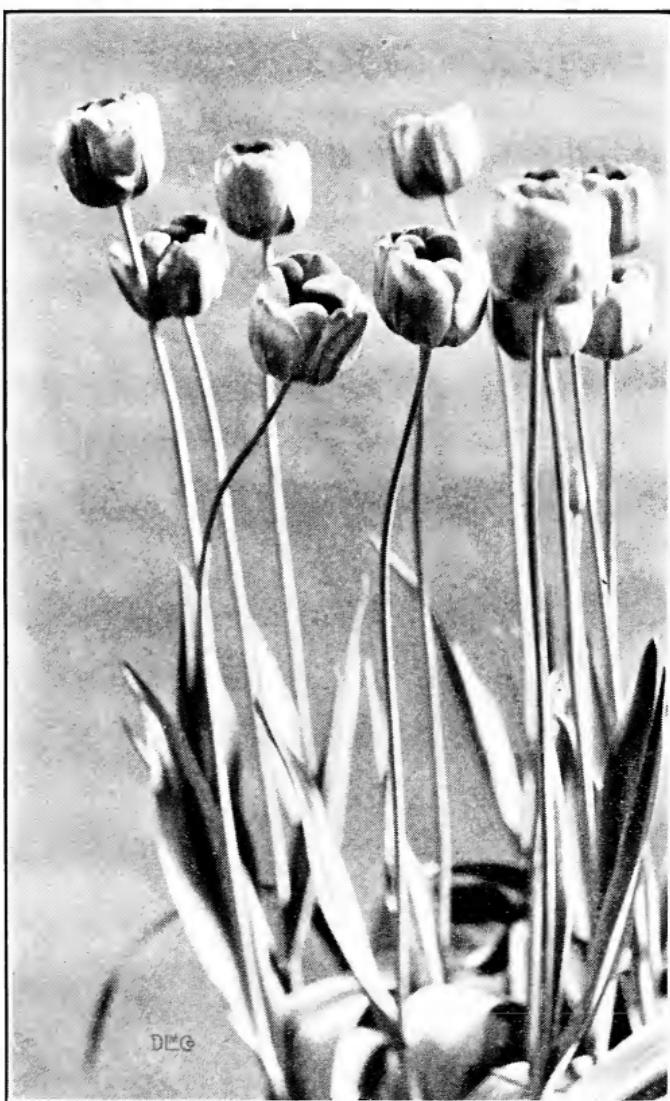


Parrot Tulips

Various Tulips

	Per 1000
Bizarres (yellow ground). Mixed.....	\$10.00
Byblooms (white ground). Mixed.....	13.00
Bizarres and Byblooms . Mixed.....	11.00
Parrot Tulips. Named (common varieties)	9.00
Parrot Tulips. Mixed.....	7.00
Darwin Tulips. Mixed.....	12.00
May-flowering Tulips. Mixed.....	10.00
Gesneriana major (Spathulata). Scarlet; fine for bedding.....	12.00

If you make a mistake do not respond to an encore.



Darwin Tulips

Horseshoe Brand Mixtures of Tulips

Per 1000

Best Single Mixed.....	\$7.00
Good Single Mixed.....	5.00
Best Double Mixed.....	8.00
Good Double Mixed.....	6.00

No orders for Holland Bulbs accepted after Sept. 1st.



Spiraea Japonica

Horseshoe Brand Spiraeas

Extra fine, large, strong clumps, well packed and of excellent flowering qualities.

	Per 100
Japonica. Fine clumps.....	\$5.00
Japonica compacta	6.00
Astilboides floribunda	6.00
Blondin. A fine plant for forcing.....	8.00
GLADSTONE. The best for pots; very fine. Good for forcing..	10.00
RUBENS. New, fine pink, deep color; same habits as Gladstone; forcing does not affect the color. Something extra.....	20.00

Cases extra, at \$1.00 each.

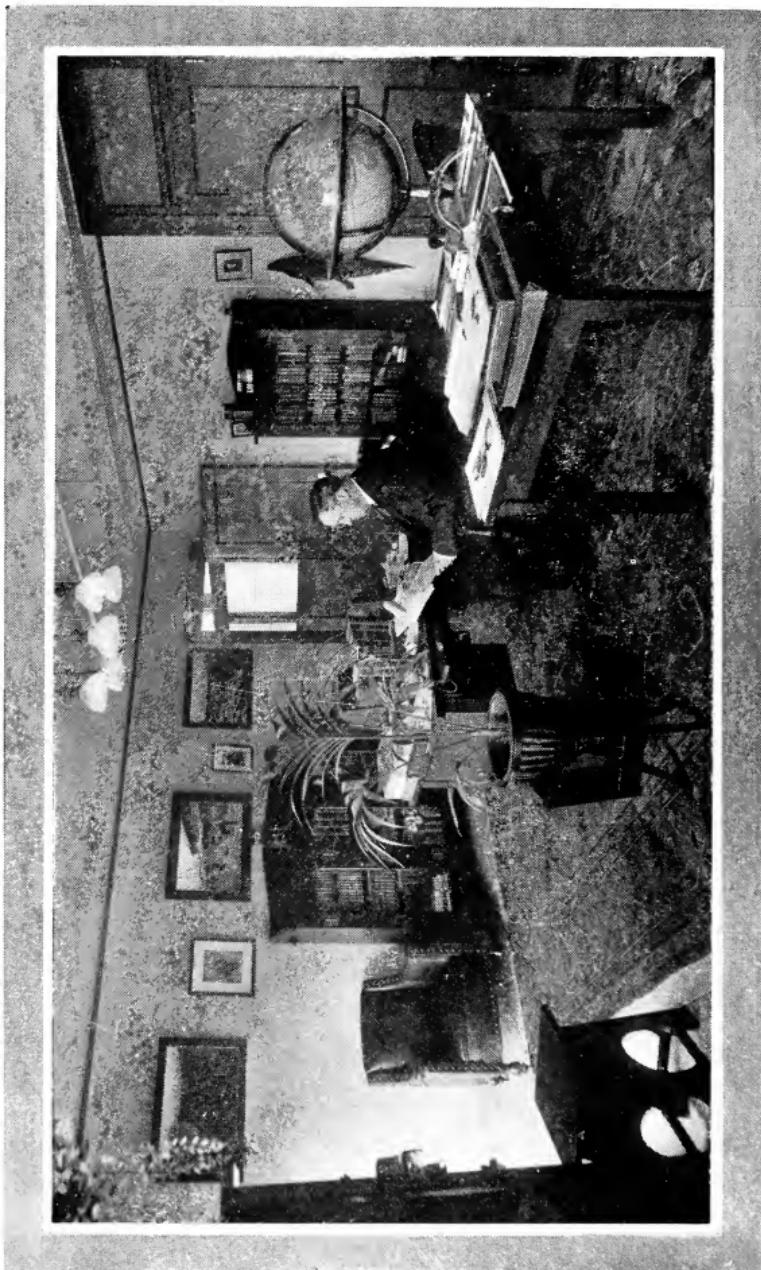
**Make of your head something other than a thing to hang
your hat on.**

Easter Dates

1914.....	April	12th	1928.....	April	8th
1915.....	April	4th	1929.....	March	31st
1916.....	April	23rd	1930.....	April	20th
1917.....	April	8th	1931.....	April	5th
1918.....	March	31st	1932.....	March	27th
1919.....	April	20th	1933.....	April	16th
1920.....	April	4th	1934.....	April	1st
1921.....	March	27th	1935.....	April	21st
1922.....	April	16th	1936.....	April	12th
1923.....	April	1st	1937.....	March	28th
1924.....	April	20th	1938.....	April	17th
1925.....	April	12th	1939.....	April	9th
1926.....	April	4th	1940.....	March	24th
1927.....	April	17th			

Source of Supply Important

If a salesman called on you to sell you mining stock you would most likely want to know all about the mine—where it was exactly, who was back of it, and many other things, before investing. But if a bulb salesman offered you Japan bulbs you would not think to ask where he got them, from what part of Japan, how good the fields look, or anything concerning the source of supply. And still it is a very important phase of the Lily bulb business. If buyers were more particular as to the actual source of supply for their Lily bulbs, there would be much less loss due to bad bulbs, and salesmen could not sell bulbs from a questionable source of supply so easily. The more bulbs you buy from doubtful sources of supply the more encouragement you give to firms handling inferior goods. Nine out of ten we venture to say, don't know from just what part of Japan their bulbs come from, so little interest do they take in the matter. With them "Pigs is Pigs" and "Bulbs is Bulbs," and the lower the cost the better. There are over 100 varieties and grades of rice produced in Japan. The difference in value is considerable—but how much does your grocer know about rice? About as much as some bulb salesmen know about their Lily bulbs.



Mr. Ward's Private Office

The Better Class

Ralph M. Ward & Co. regard as their logical customers that portion of the trade which buys intelligently; which has perception of quality, sound judgment of commercial requirements in our line, and knowledge that more liberal expenditure, in securing better bulbs, is the best economy.

"Low-priced" merchandise is one of the tragedies of the business world. Especially so in the bulb business. As soon as a grower learns he is expected to grow Lily bulbs "for a price," as the saying is, he relaxes his interest and opens the door to cheapness and vulgarity. His pride of production is destroyed and quality is thrown to the winds for quantity's sake. The same principle applies to any business where quality is essential to success.

It is not an easy problem to get the very best Lily bulbs at all times. The success of Lily growers depends largely upon good bulbs. The only way to solve it, as much as it can be solved, is in fairness, rectitude and righteousness. Florists continually want better Lilies, better and more expensive service, more accommodations in many ways, more time on Cold Storage accounts, etc.—all of which are perfectly legitimate demands—but the carrying out of these demands costs money, and the man benefited ought to be willing to pay for them. Everything we use, and our employees use, just like everything everyone else uses, costs more than in former years, and it costs us more, just as it costs everybody else more.

Prices

Your prices should always be high enough to net you a reasonable profit on everything you sell. It is poor policy to cut prices on one article and make up on another, as in the former case there is an extra burden on you and in the latter, there's a burden on your customer, which is unjust. And remember, that price never yet sold an article of merit in competition and never will. The man who quotes a price with buts and apologies is indeed a pathetic object in the mind of the average American business man. Price is the last consideration in a merit transaction.

National Advertising

If a florist wants to extend his business he must advertise. There is no alternative. Of course, there are many ways to advertise, but it is generally conceded that newspaper and periodical advertising is the best for the purpose of reaching all the people.

Now, since this is the best method, it is likewise the most expensive, and many florists cannot afford it. So individually, it cannot be done on a very large scale.

Collectively, however, a very great amount of good can be done. If clubs in various centers could be induced to work for one common cause, very probably sufficient funds could be obtained to make a fair beginning. If one manufacturer can make money by spending hundreds of thousands of dollars to advertise a fountain pen, 15,000 florists should be able to spend as much to advertise flowers—the purpose being to create a widespread demand for flowers; to educate the people concerning the various uses to which flowers may be appropriately applied; and to disprove the altogether too common idea that flowers are only useful upon special occasions.

If 15,000 florists were to appropriate \$2 per month each (which is a very low advertising figure), or \$360,000 per annum, there is no doubt in the writer's mind that the result of this appropriation, properly spent, would increase the sale of flowers at least \$5,000,000 the first year.

The difficulty is in forming an organization and a plan to collect the appropriation. The advertising can best be managed by a committee of such an organization, acting in conjunction and with the services of some first-class advertising agency. In other words, handled the same as all other large appropriations are successfully handled.

The benefit derived will be universal. Of course, there will be many who will not participate at first because they are not obliged to. There are, however, enough broad-minded florists to start it. A list should be published of the names of those who participate, and such names only should be used for out-of-town orders, which the advertising will greatly increase.

Much more could be said here on this subject. At present it is a mere dream. Dreams only need action to be realized. Stranger things than this have happened.

The Price of Flowers

The time has come when the success of a grower or florist depends upon the science of selling his product more than upon his growing ability. The old saying, falsely attributed to Emerson, about the beaten path to the door of the best workman, don't work out true these days.

Many florists act as though it was up to the consumers to find them—they have that hunt-me-if-you-want-me air of importance that is gradually relegating them to the business junk heap.

Modern florists are going after business. They are planning selling campaigns, they are advertising, and are progressive in all respects, and they are gradually absorbing the trade of Mr. Hunt-me, while gathering in all the new business within their scope.

The wholesale grower, of course, does not have the advantages and opportunities of the retail merchant in some respects, but he has a very large field to work in just the same and could enlarge his business greatly if he goes about it right.

Wholesale growers depend too much upon commission men. The commission man is an agent who has little to lose and everything to gain. There are too many of them in some locations and none at all in others.

It is about time there was an effective association of commission men formed chiefly for the purpose of upholding the wholesale price of plants and cut flowers to a point of profit to the producer.

In times of overproduction, if a proper distribution cannot be made, the surplus should either be destroyed or given the schools and hospitals and not under any circumstances be reduced in price. Remember, the school children of today are your customers before you realize it, and they need a little floral education.

A minimum price should be determined on everything at certain periods of the year, and maintained. Overproductions marketed at below-cost prices are the most destructive kind of competition. If the producers would get together they could easily prevent the slaughter, for after all no producer is anxious to sell his goods at a loss.

The price of flowers should advance in like proportion to other products. The fact that prices are not what they should be is due entirely to the system of marketing through an agency that is willing to assume greater selling responsibilities than they are capable of doing justice to.

Their excuse is the old story: "If we don't do it, our competitor will." This excuse is in a measure reasonable under present conditions; but it is the present conditions which should be changed and to combat such conditions organization is advisable by all means.

There are many good reliable commission houses, who would gladly uphold the market and maintain prices if they could keep their good customers by so doing. Organization can accomplish much in this direction, and it's high time something was done.

Work

A man must work when he is young. Work is healthful and usually profitable. Harriman said: "So far as I have ability and power I like to do things, to make things, to direct things. My only use for money is to help me work. I can't sit doing nothing, while anything that I understand needs doing." Besides, a young man must make money and save it because when he becomes old and incapable, unless he can live on the interest of the principal, he is likely to live on other folks. Work never hurt anybody—it's lack of work that breeds discontent and illness of mind and body.

Advertise

If your business is with the public you must tell the people that you want to sell them; you must tell them what you have for sale, and how much money you want for your flowers.. Don't think just because you have a good store and are established in business, that the people ought to know you—they don't. If you are not an advertiser, even if you've been in the same city forty years, you would be surprised if you knew the number of people who do not even know of you.

Put up respectable signs in respectable and appropriate places. Many florists act as though they were ashamed of their names—even some who have stores merely have “Florist” smeared on their windows—and the writer knows a store in upper New York where there is no name or sign of any kind whatever on the entire store front, and the store is on the principal street in the very best location. Good, well prepared, plainly written signs pay for themselves many times over.

Don’t be afraid advertising won’t pay if you do it right, especially in dealing with the public. Successful advertising is the ability to increase the sale of your products from year to year to such an extent as to make the growing profit by lessened cost absorb the advertising bills.

Clerks

A small number of well paid, well trained, efficient clerks can do more work at less cost than a great number of poorly paid, untrained, inefficient workers. The value of the article sold is increased by being sold by an efficient clerk. A wholesome, bright, smiling, courteous, contented clerk adds worth to even the poorest article.

Hurrah

For the man who can hold on when others let go; who pushes ahead when others turn back; who stiffens up when others weaken; who advances when others retreat; who knows no such word as “can’t” or “give it up”; for he’s the man who will win in the end in spite of hell.

Help!

A fellow out in Ohio threatens to “knock” us all over his State. He will uncork his personal opinions and denounce us at the Detroit Florists’ Club, the Toledo Club, and even at the S. A. F. Convention next August, of which he is a life member, so he writes. Our goods are rotten, our treatment ill, and many other things detrimental to our welfare and happiness have transpired. At various times we have had several mud-slingers on our pay-roll,

but no one has ever manifested such a wild desire to put us out of business before. The other side of the story upon application.

Mistakes

The writer once came to a greenhouse establishment and saw a sign on the door: "Flowers for Sale." Near this sign was a dog house, with a sign, "Beware of the Dog." What an invitation! He finally got in, but could find no one. Upon further investigation, the son of the proprietor was found over at the house, sitting on the porch, giving a mandolin lesson to a frail young thing that tipped the beam at about 197 lbs. in her lingerie gown. This lesson lasted one hour and could not be interrupted. The writer reserves his opinion.

Guarantee

An educated man would resent the solicitations of a salesman who attempted to guarantee the flowering results of a Lily bulb. Any house permitting such a practice is presuming upon the intelligence of the buyers they solicit in no small degree. The buyer who buys Lily bulbs because they are "guaranteed" is either careless, ignorant or downright dishonest, and most generally the latter. They consider if a salesman is fool enough to "guarantee" his bulbs, they will "hold him to it." When you take advantage of a fool it is just a shade worse than stealing chickens. No man can guarantee the flowering results of Lily bulbs under any circumstances possible to create. It is an utter impossibility.

Profit

It's not always the largest greenhouse plant that nets the best profit. The man who can turn over his room quickly and keep turning it over, utilizing every square foot of space under and on the benches, will net the best profits, provided, of course, he produces profitable stock during the process. That's one reason why Lily bulbs are so profitable—they do not consume bench room for

any great length of time. This gives a grower the opportunity of producing several crops a season in a certain given space. The room under heat wasted every year in American greenhouses would support a very large advertising appropriation for the general good of the business. And remember, when figuring profits, that figures on paper do not determine your profit—for profit is the difference in *cash* between the amount of money you have expended in your investment and the amount of money that actually gets back into your bank. Anticipated profit don't always materialize, and is not legal tender.

Conditions of Sale

It is distinctly understood that all orders given are subject to the following conditions. All bulbs and plants are carefully selected and packed, but on account of the goods having been imported and of many other circumstances entirely beyond our control, no guarantee of the character of the goods, sizes, or flowering results is given under any circumstances. All goods are sold subject to crop conditions and tariff revision. Unless otherwise stated, prices are considered f. o. b. New York City. The purchaser assumes the risk of transportation. Ralph M. Ward & Co. shall not be held liable for any failures or delays in deliveries or interruptions in the performance of this contract by any strike, fire, railroad or other carriers' delays, or for any similar interference. Terms: Unless otherwise stated, all bills for bulbs, plants and roots are due 60 days from date of invoice; 2 per cent. cash discount allowed if paid within ten days from date of invoice; all bills subject to sight draft if not paid when due; interest added to overdue accounts. Salesmen are not authorized to collect bills nor incur debts in our name under any pretext. Ralph M. Ward & Co. reserve the right to decline the order, if taken at unsatisfactory prices or upon terms to which Ralph M. Ward & Co. cannot agree. Countermands will not be accepted. It is understood that neither party is bound by any verbal contract. Bills of Lading will be held on file in our office, subject to the order of the consignee, unless we are specially requested to forward them. Cases for Holland bulbs, Spiraeas, Azaleas, Palms and other Belgium stock, will be charged extra at cost.

RALPH M. WARD & CO.



RALPH M. WARD
EN ROUTE TO JAPAN